

## **ABSTRACT**

An apparatus includes a plurality of storable representations of interactions between an agent of a business and customers, wherein the business is located in a first geographic area. A storage device in communication with the first geographic area is configured to receive and store the storable representations wherein the storable representations are capable of being analyzed at high frequency for service quality in the second geographic area by an analyst. The second geographic area is subject to a geographic wage attenuator. Report data is generated and fed back to the agent; the report data represents the quality of service rendered by the agent to the customers. An agent can be informed of at least one agent performance element that was well performed and at least one agent performance element that could be performed even better.